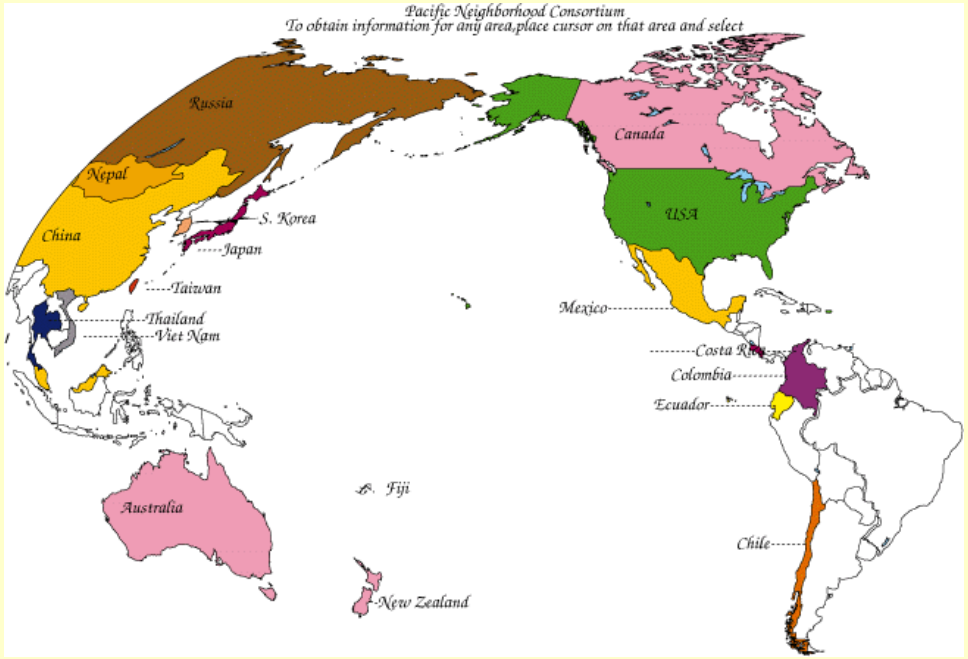
MARK 561

Consumer Behavior & Marketing in Vietnam, Cambodia, Thailand

Loyola University Chicago, Quinlan School of Business
Course travel-dates: January 2 - 12, 2026

Please note: This course is limited to 14 participants. The course frequently has a waiting-list. Students therefore are encouraged to register, ASAP. For further information, please contact Professor Shultz: cjs2@luc.edu. Students' reflections, in 60 seconds: https://www.youtube.com/watch?v=inJVX_c6X_k. To view other videos made by students in previous classes, please visit: www.luc.edu/quinlan/cjs, and "click" on "Emerging Southeast Asia Course Video" and other relevant links.

Where…


Pacific Neighborhood Consortium
To obtain information for any area,place cursor on that area and select
Russia
Canada
Nepal
China
S. Korea
Japan
Taiwan
Thailand
Viet Nam
USA
Mexico
Costa Rica
Colombia
Ecuador
Australia
Fiji
Chile
New Zealand

CHINA
BURMA
LAOS
THAILAND
CAMBODIA
VIETNAM
Hanoi
Vientiane
Bangkok
Phnom Penh
Gulf of Tonkin
Gulf of Thailand
Andaman Sea
South China Sea
Thailand, Vietnam, Laos, Cambodia
International Boundary
Road
Minor Road
River
National Capital
City or Town
0 100 200 KM
0 100 200 Miles
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Course Objectives

To immerse you in interactive elements of marketing, political economy, culture, and appropriate business practices at corporate, national, transnational and global levels, as they affect and are affected by consumer behavior…

…so that you will have appropriate insights and skills to thrive professionally in, with or for emerging markets in Southeast Asia.

Outcomes will include

- Valuable information from leading experts
- Personal transformation…a changed world-perspective
- Possibly a job
- "Unique and unforgettable life experiences; the best thing I ever did in my life."
- Fun!

Who/What?

- Academics: Center for Khmer Studies, Harvard FETP / Fulbright University Vietnam, Thailand NIDA, etc.
- Manufacturers: Nike, Intel, Saigon Cosmetics, etc.
- Services: Consultants, Lawyers, Tourism, Retailing, Marketing/Consumer Research, Media
- Government: HCMC Chamber of Commerce, ambassadors, provincial and city leaders
- NGOs: Artisans d'Angkor, EGBOK/Spoons, schools
- Immersion & Consumer understanding across value chains, cultures, and systems

Vietnam Arrival

Meetings with Leading Experts

Inside Saigon Cosmetics

Intel and Nike

Beach Day

Cambodia!

Cultural Dinner in Cambodia

Connecting with Local "Hosts"

Quinlan for Good at Romchek School

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Ecotourism

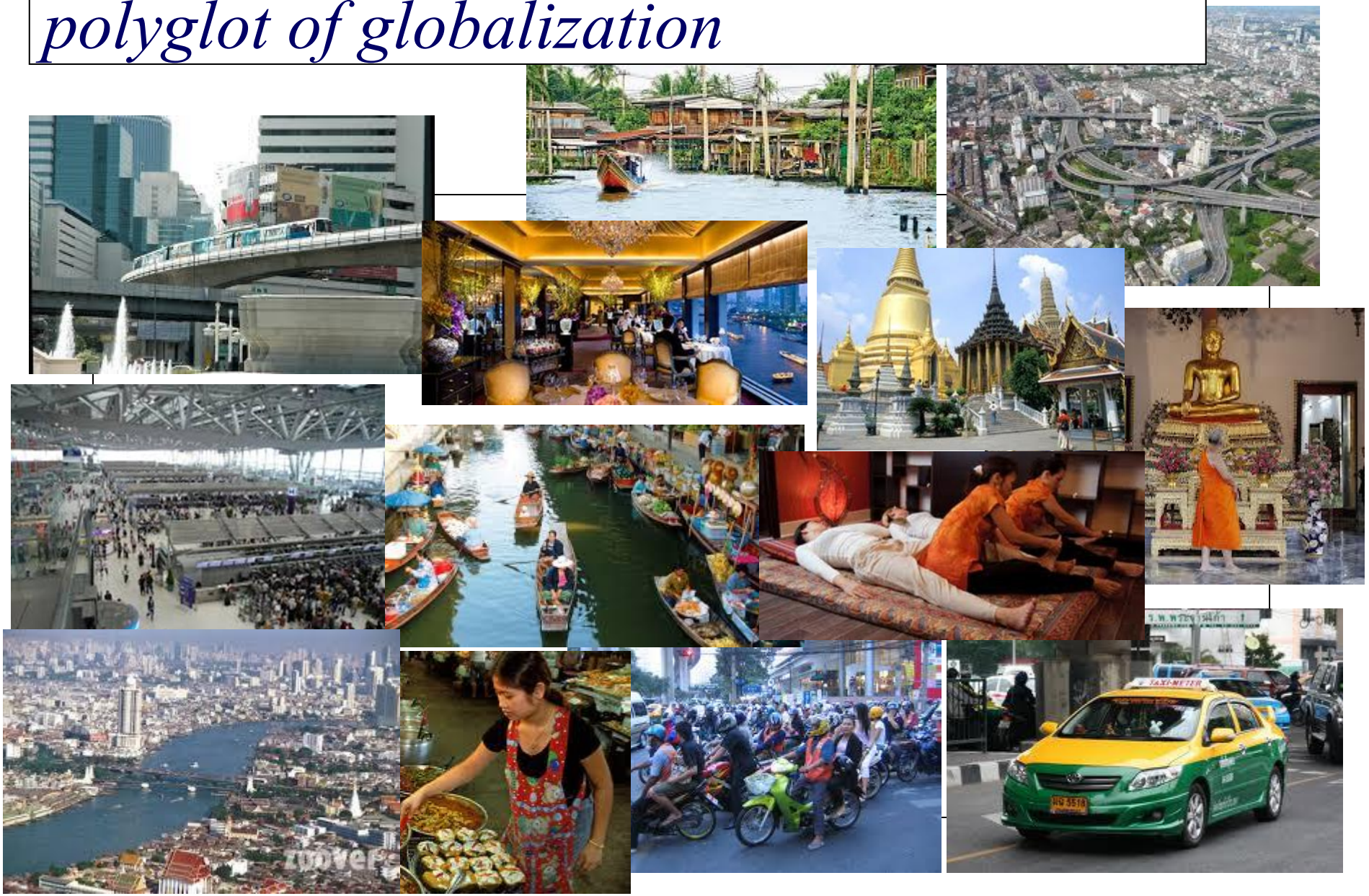
Accommodations…

Saigon, Vietnam

Siem Reap, Cambodia
www.lotusblancresort.com

Get there via Bangkok Air

Thailand/Bangkok: A postmodern polyglot of globalization



Bangkok

Sample Course video (3 min): https://www.youtube.com/watch?v=yr5fhUp8Ilo
Sample Course video (5 min): https://vimeo.com/36997340
Transformative Outcomes (one minute): www.youtube.com/watch?v=inJVX_c6X_k
Melissa: http://youtu.be/Sl4HsEFU4xE

Final Video, recorded and produced by January 2023 class - https://youtu.be/4lH_eOFK3xQ

Informational and Final Video - http://vimeo.com/mbasinthesea

MARK 561 (6:30)

https://vimeo.com/865104059?share=copy

“It’s gonna change my life forever.”

Advice from Fellow Students:

- Check passport/visa requirements - MUY IMPORTANTE
- Pack light! - TRUST US
- Just Go! - BEST ADVICE EVER!!!
- Clothing, sun screen, bug spray, medication - THINGS YOU WILL MISS
- Don’t worry, the hotels are REALLY NICE
- Wonderful people
- BE FLEXIBLE; BE TEAM-ORIENTED

*Intrepid SEA Teams**

*With apologies to all the other MARK 561 classes – ***brilliant, each and every one of you*** – the slides unfortunately have limited space.

Registration & Financials

- Registration opens in early October; Deposits begin, Friday

- Course/Program fee: $2497, double hotel-room occupancy [full academic program, business meetings, tours, factory/NGO visits, welcome dinner and farewell dinner; all transfers, local transport, regional airfare in SEA; guides, hotels, all breakfasts, some lunches, some dinners, culture shows, passes to archaeological parks, etc…]*

- $750 deposit no later than one week before registration
  - $700 scholarship for first 8 deposits/registrants => $1797 course fee
  - $600 scholarship for deposits/registrants 9-12 => $1897 course fee
  - $500 scholarship for deposits/registrants 13-15 => $1997 course fee

- Transpacific airfare is not included in the Course/Program fee.

- Tuition for 3 QSB credits is not included by Course/Program fee

Academic Admin

- Maximum of 14 participants; Minimum of 8
- January 2 – 12, 2026
- Approximately 6-10 hours before departure; first meeting: mid November (11/15) & December (12/6); post-trip debriefing/party (1/31)*

*Subject to change at Professor's discretion

Hotels

Saigon / Ho Chi Minh City, Vietnam

https://paragonsaigon.com

Siem Reap, Cambodia

www.lotusblancresort.com

Bangkok, Thailand

www.centuryparkhotel.com

Thank you!

LOYOLA UNIVERSITY CHICAGO

QUINLAN SCHOOL of BUSINESS

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